

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Creative Arts Exchange: Community Engagement through the Arts

ECA/PE/C/CU-13-26

Cultural Programs Division

Office of Citizen Exchanges

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the **Office of Citizen Exchanges, Cultural Programs Division**, for the **Creative Arts Exchange: Community Engagement through the Arts** theme. Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are **IN ADDITION TO** the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

The deadline for this competition is **May 6, 2013**. For further information on the program, contact Program Officer Michele Peregrin at (202) 632-2834 or peregrinMS@state.gov.

I. STATEMENT OF WORK

A. Award Recipient Responsibilities

In consultation with ECA program staff, the grantee will be responsible for the following:

Administration:

1. Prepare and submit to ECA program staff programmatic and communication timelines for all program activities;
2. Advise participating U.S. Embassies on the participant selection process;
3. Maintain liaison with ECA and program participants to ensure the program schedule is compatible with needs and objectives;
4. Contact participants before the exchanges activities to provide them with program information, pre-departure materials, and to solicit information regarding specific requirements (dietary, medical, travel etc.);
5. Assist participants with passport, visa, immunizations, and other pre-project preparations;
6. Cover the cost of and arrange all international and domestic travel (complying with the Fly America Act) and lodging for the participants;
7. Enroll the participants in a health insurance plan for the period of the exchange. Fellows can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement. Alternatively, you may use your own plan as long as it offers the same or better coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request;
8. Make arrangements for interpreters, if necessary. Coordinate and identify escorts and/or interpreter involvement, including airport meet and greet;
9. Ensure that information on program websites and social media outlets is current and accurate;
10. Develop and implement a media and marketing plan that includes, but is not limited to, program branding, press strategy, press/media packets, program website and social media plan;
11. Prepare necessary educational and promotional materials that support the program. All materials and correspondence related to the program will acknowledge this as a program of

the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.

Exchange Activities:

1. Devise innovative and multi-faceted plans for the overseas projects with detailed timelines for accomplishing each project activity;
2. Provide ECA program staff and program participants with a final program schedule no later than 3 weeks prior to the start of each project;
3. Orient partner organizations and staff to the goals of the program;
4. Create and encourage follow-on projects (not supported by funding from this award) in order to continue and deepen the relationships developed through the projects;
5. Arrange for an pre-departure orientation session and/or opening event with the artists to inaugurate the program and provide cultural, programmatic, and logistical information;
6. Arrange for a de-briefing session and/or closing event at the end of the program to evaluate the project and plan for possible follow-on activities.

Project Management:

1. Provide day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise;
2. Work in consultation with ECA program staff on the implementation of the program, provide timely reporting of progress to ECA, and comply with financial and program reporting requirements;
3. Design and implement an evaluation plan that assesses the impact of each project as well as the overall program;
4. Manage all financial aspects of the program, including stipend disbursements to the artists and management of any sub-grant relationships with partner organizations. Your proposal should clearly outline all duties and responsibilities of any organizations with which you plan to partner; describe work requirements and provide representative budgets. You must submit a comprehensive budget for the entire program. There must be a summary budget, as well as breakdowns reflecting both administrative and program budgets.

B. Department of State Responsibilities

In a Cooperative Agreement, the Cultural Program office is substantially involved in program activities above and beyond routine grant monitoring. The Program office may request that the recipient make modifications to the exchange and travel components of the program. The recipient will be required to obtain approval of significant program changes in advance of their implementation. The program office will also perform an annual performance evaluation/review.

Specific responsibilities will include the following:

1. Provide advice and assistance regarding the execution of all program components;
2. Identify countries to which the participants will be sent and provide contact information for the U.S. missions to the Recipient;
3. Facilitate communication within the Department of State, including ECA, the regional bureaus, and overseas missions, as appropriate;
4. Provide final approval of the selected candidates and alternates;
5. Review and approve program schedules and materials;
6. Review and approve proposed artist projects and arrangements;

7. Review and approve media and outreach plans;
8. Represent the U.S. Government at exchange events, including opening and closing events, such as orientations and debriefings;
9. Monitor and evaluate the program through regular communication with the Recipient and possibly one or more site visits.
10. Enroll the participants in an accident and sickness program for the duration of the institute.

II.

PROGRAM SPECIFIC GUIDELINES

A. Program Description

The Bureau of Educational and Cultural Affairs of the U.S. Department of State invites proposal submissions for the design and implementation of the Community Engagement through the Arts exchange program. Using mural arts and/or new media arts as a means for engaging youth, artists, and underserved community members, American artists will travel abroad and advance U.S. foreign policy goals in that country by addressing a local community issue, such as women's empowerment, HIV-AIDS prevention, social inclusion, conflict resolution, and the environment. Working with a community to develop a tangible art work, the program should reach wide audiences, while also fostering in-depth engagement with specific groups, such as women and underserved youth. To further community engagement, the artists should conduct workshops, master classes, talks, public events, and/or other outreach activities while abroad, in addition to designing and executing murals and/or new media art work. Four to eight artists will participate in the program. Each artist will travel to one country for three to four weeks, resulting in four to eight distinct projects. Specific countries will be determined by the Bureau.

B. Goals & Objectives

The objective of the Community Engagement through the Arts program is to support ECA's mission to increase mutual understanding between the people of the United States and other countries, by emphasizing shared social and cultural values. The program will showcase the role of visual and multidisciplinary artists as vibrant, engaged, and innovative partners in addressing broader social issues important to communities worldwide. It is designed to stimulate dialogue and promote cross-cultural collaboration through public art murals and/or new media art work, while simultaneously reaching out to key target audiences. International audiences will have opportunities to engage with American artists and learn about American cultural history as well as contemporary culture. The American artists will learn about the societies and cultures of the host countries and share their experiences upon return. Participating U.S. artists and foreign communities will strengthen connections and establish lasting relationships through the mutual engagement fostered by the art projects.

C. Program Dates

Each overseas project should take place between three to four weeks and can begin at a time that is mutually agreed upon by the recipient, ECA and the U.S. Embassies, but should begin within nine months of the award date.

D. Program Implementation & Management

Using mural arts and/or new media arts as a means for engaging youth, artists, and underserved community members, four to eight American artists will travel abroad for three to four weeks each to execute four to eight distinct community-based art projects. Projects should advance U.S. foreign policy goals in that country by addressing a local community issue, such as women's empowerment, HIV-AIDS prevention, social inclusion, conflict resolution, and the environment. Working with a community to develop a tangible art work, the program should reach wide audiences, while also

fostering in-depth engagement with specific groups, such as women, underserved youth, and people with disabilities. To further community engagement, the artists should conduct workshops, master classes, talks, public events, and/or other outreach activities while abroad, in addition to designing and executing murals and/or new media art work. For the purposes of the FY 2013 competition, mural arts includes, but is not limited to, graffiti and mosaic, while new media art includes, but is not limited to, new media technology, digital art, computer animation virtual art, internet art, interactive art, video games and can encompass participant and location based work, sound art, projected work, mobile or portable work, and immersive environments.

The conception and design of the program and corresponding projects are the responsibility of the grantee organization. The program design should be innovative and original, while demonstrating a connection to the aforementioned themes and priorities. It is essential that the proposal provide a full, detailed and comprehensive narrative describing how the grantee and all of the participating stakeholders will achieve the objectives of the program.

Proposals should also demonstrate strong management capabilities for all program components. Experience has shown that the overall success of visual arts fellowships abroad depends on the administrative, supervisory and organizational capabilities and personal commitment of the project staff, both at the grantee organization and any other partnering organizations.

The proposal should include a discussion of how responsibilities will be shared among staff members. The grantee organization must designate a **project manager** to oversee the program and all of the corresponding projects, coordinate logistical and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program.

E. Participant Recruitment & Selection

Four to eight artists will participate in the program. Each artist will travel to one country and produce one community-based project. Specific countries will be determined by the Bureau.

Selected participants must be professional visual or multidisciplinary artists, but may range from emerging to mid-career or established artists. Participants must be U.S. citizens, currently residing in the U.S., and must be at least 18 years old. Artists should possess a strong record of artistic accomplishments as well as some international experience. In addition, participants must possess relevant experience working with youth and local communities, whether in urban or rural areas, as well as in engaging with other artists, art educators, and other community members through master classes, workshops, discussions, and other outreach activities.

The proposal should detail an application and selection process to be managed by the grantee, with some attention given to assessing the interpersonal skills of the applicants. **Please note** that final participants will be selected and approved by the Bureau, in consultation with the U.S. embassies, upon receiving recommendations from the grantee.

In consultation with ECA program staff, the grantee will:

1. Develop plans for outreach and recruitment that will generate a strong pool of qualified candidates;
2. Develop an open, merit based application process and timeline for the participants, based on the aforementioned selection criteria, and a formal review process that is inclusive of Department of State input and outside experts;

3. Recommend selectees and alternates to U.S. missions and ECA for final review and approval. No invitation may be issued without ECA clearance.

III.

BUDGET

All budget guidelines must be followed. The budget should indicate any cost sharing in the form of in-kind or cash contributions to the program from sources other than the Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

The total Department of State-funded budget (including both program and administrative costs) should not exceed \$500,000. Applicants can submit a proposal for up to \$500,000 that incorporates mural arts and new media arts or submit a proposal for \$250,000 that identifies either mural arts or new media arts. Significant cost sharing is expected and will enhance the proposal. While there is no rigid ratio of administrative to program costs, the Bureau urges applicant organizations to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost sharing contributions from the applicant organization and other sources. The Bureau reserves the right to reduce, revise, or increase proposal budgets based on the needs of the program and the availability of U.S. Government funding.

Please be sure to include a **Summary Budget** on a separate page before the line-item budget. Following the line-item budget, please include a **Budget Narrative** that concisely explains how costs were calculated and the rationale for including them in the budget.

Your proposed budget should include, but may not be limited to, the following program expenses:

1. Maximum limits on cooperative agreement funding are as follows: Books and educational materials allowance-\$100 per Fellow; Conference room rental costs-\$250 per day per room; Consultant/interpreters/group coordinators/escorts fees and honoraria-\$200/day; Cultural allowance-\$150 per participant; honoraria for foreign Fellows-\$200/day; per diem-standard government rates; Evaluation costs- 5% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts;
2. Domestic and international travel for participants and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible);
3. Airport taxes and country exit fees;
4. Shipping and handling for materials;
5. Excess and overweight baggage fees (excess baggage estimates may be subject to change once actual programs are scheduled);
6. Visa fees;
7. Sub-recipient organizations may be used, in which case the written agreement between the prospective recipient and sub-recipient should be included in the proposal. Sub-grants must be itemized in the budget under General Program Expenses;
8. Press kits and promotional materials, trip itinerary booklets, educational materials and presentation items;
9. Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

IV.

REVIEW PROCESS

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the ECA program office. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for cooperative agreements resides with the Bureau's Grants Officer.

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. Quality of Program Idea/Plan: Your proposal should exhibit originality, coherence, substance, precision, and relevance to the Bureau's mission. A detailed agenda and relevant work plan and time-line should demonstrate clarity, substantive undertakings, logistical capacity, and attention to detail.

2. Ability to Achieve Program Objectives: Objectives should be reasonable, feasible, and flexible. Your proposal should clearly demonstrate how the institution will meet the program's goals and objectives. The FY 2013 RFGP requires applicant organizations demonstrate access to substantial networks of artists and arts administrators. Your proposal should demonstrate your organization's ability to develop a staffing plan and access resources to design unique and creative project components.

3. Support for Diversity: Your proposal should demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration (selection of participants, program activities and program evaluation) and program content (orientations and debriefing, outreach activities, and resource materials).

4. Evaluation and Follow-Up: Your proposal should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. A draft survey questionnaire or other technique, plus a description of a methodology that links outcomes to the original project objectives, is strongly recommended. Your proposal should also discuss provisions made for follow-up with returned participants as a means of establishing longer-term individual and institutional linkages.

5. Cost-effectiveness/Cost-sharing: The overhead and administrative components of the proposal, including salaries, honoraria and subcontracts for services, should be kept as low as possible. All other items should be necessary and appropriate. Your proposal should maximize cost sharing through other private sector support as well as institutional direct funding contributions.

6. Institutional Track Record/Ability: Your proposal should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau grants as determined by Bureau Grants Staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants. Proposed personnel and institutional resources should be fully qualified to achieve the project's goals.

V. PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines outlined as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements. Proposals should include the following items:

Table of Contents (List all tabs and attachments)

TAB A --SF-424, "Application for Federal Assistance"

TAB B --Executive Summary (One page)

Please include key information in the executive summary, such as:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources

TAB C --Narrative (Not to exceed twenty pages)

Please detail the grantee organization, all relevant aspects of project management, participating sub-grantees and rationale for choosing them. The narrative should address all of the elements outlined in the RFGP and sections above.

TAB D --Detailed Budget (Three column, line-item budget)

--Sub-budgets

TAB E --Resumes and CVs (Project staff; not to exceed two pages each)

--Letters of endorsement from collaborating organizations, institutions, etc., indicating their agreement and the role they will play are important in confirming what the applicant has proposed. Copies of sub-grant agreements should also be provided.

TAB F --SF-424B, "Assurances - Nonconstruction Programs"

--Individual host institutions should provide an additional ten (10) pages each, describing the proposed academic program, and should address elements outlined in the RFGP and sections above. Addendum should include a syllabus, calendar of activities, list of required readings and supplemental bibliography.

--Any additional sub-grantee that is not a host institution should provide no more than ten (10) pages describing all relevant aspects of their activities.

--Include other attachments, if applicable

VI.

APPLICATION SUBMISSION

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program, please contact Program Officer Michele Peregrin of the Cultural Programs Division at: (202) 632-2834; Fax: (202) 632-9355; or E-mail address: PeregrinMS@state.gov.